Milano Design Week 2019

Poetry of Lights:
The Adele-C showroom
in the Brera design district
plays host to the poetic universe
of Simone Crestani

For the Fuorisalone,
the showroom at Via Marsala 11, Milan
will be hosting the glass artist and craftsman
and his infinite ode to the enchantment of nature

A comparison of elective affinities:
the communicative encounter between
the empathic strength of Adele Cassina
and the sensibilities of artist-designers in synchrony with the Adele-C universe continues

On the occasion of *Milano Design Week* – being held in the Italian city from the **9thto the 14th of April 2019** – the **Adele-C** showroom in the Brera district will be holding another of its encounters entitled *Gli Incontri di Adele Cassina*, the series of events born of the communicative affinity between the empathic strength of Adele Cassina and the sensibilities of artist-designers in synchrony with the brand's aesthetics and values. During the Fuorisalone, the discreet and evocative boutique at Via Marsala 11 in the heart of the Brera district will be hosting **Poetry of Lights**, unveiling the poetic visions and crystalline universe of **Simone Crestani**, master glass artist and craftsman, in his infinite ode to the enchantment of nature.

Poetry of Lights: it is a delicate and poetic, yet at the same time strong and bright, crystalline beauty which envelops Simone Crestani's creative universe. The artist's poetics draw inspiration from the constantly changing essence of nature, wild and luxuriant, while at the same time delicate and fragile: a fluid element with imperfect balance, continuously ready to break apart and recompose into new orders of beauty. The resulting visions are able to capture the perfect moment within a transformation, a struggle between different forces, or more simply which immortalise the enchantment of a moment, the memory of an absolute point in time that, crystallised into light, transparent forms, is removed from the passage of time. Without contradictions, Simone's poetics summarise wonder and rigour, strength and poetry, ethereal transparency and concrete details in a continuous interplay of opposites, giving back the wonder of an encounter with beauty.

Adele-C | Iconic design collections **–** www.adele-c.it – adele-@adele-c.it
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Poetry of Lights therefore renews the encounter between the empathic strength of Adele Cassina and the sensibilities of artist-designers in synchrony with the brand's aesthetics and values during the Fuorisalone. The exhibition will be held, as before, in the corporate showroom on Via Marsala, an evocative setting discreetly located within a courtyard of an old Milanese *palazzo* and the house of Adele-C to all intents and purposes: this is the location where all the brand's collections find their perfect location and individual enhancement, in a continuous dialogue of mutual involvement. *Gli Incontri di Adele Cassina* is also privileged to shine a light on the brand's founder, and to highlight the strength of will of a constant comparison and dialogue with the creative world and its main players, one of the main professional intuitions of her father, Cesare Cassina.

The match-up and communicative encounter between Adele Cassina and Simone Crestani has also given rise to one of the **exhibition's new works**, to be unveiled during Milano Design Week: **Rain,** a collection composed of vases and small containers for the table, designed by Simone for Adele-C and part of the company's 2019 catalogue. The collection reveals an absolutely original component within the artist's production, given by the use of **colour**; each element, signed and numbered, represents to all effects a unique and unrepeatable piece, since it is entirely hand made from hollow-sculpted borosilicate glass.

Like raindrops gently brushing the surfaces, transparent spheres of glass ripple ethereally through space before sliding gently onto each item of the collection; they combine into compositions which differ each time, posing delicately along the edge and the upper part of each vase. Their presence – fragile, luminous and at the same time exuberant – thus becomes the element which sets this series apart. The colour lends a completely unique dynamism to these objects, which in the artist's creative universe usually dialogues with the crystalline transparency of the chosen material; blue, green and yellow spread along the surfaces, enriching the sharp clarity and sparkle of the spheres with infinite nuances, as they transform into small, fluctuating universes in which the transparency of the glass and the glimmer of colour emerge in delicate, poetic harmony.

Poetry of Lights, the personal exhibition of glass artist and craftsman **Simone Crestani** for Milano Design Week, can be viewed in the **Adele-C** showroom at Via Marsala 11, Milan from the 9th to the 14th of April; opening hours are 10 a.m. to 1 p.m. and 2 to 6 p.m. The inauguration of the exhibition will be held at 7 p.m. on Thursday, 11 April.

Simone Crestani

A craftsman even more than an artist, Simone Crestani learned to love glass at an early age, getting to know its delicate language of strength and fragility, patience and incandescence, thanks to his experience at Massimo Lunardon's glassworks; it was here that he honed his approach to the material through the blown lampworking technique and his profound dedication to the craft. Introspective and selftaught, over time he gathered up his experience and what he had been taught, opening his own workshop after ten years of apprenticeship in order to develop his innovation and expressive research in a personal manner. This led, with great singularity of vision, to his production of artworks and high-design items consisting of table art, lighting and furnishings.

Since 2010 Simone has poured all his creative efforts into Atelier Crestani, drawing inspiration from the wildest and most luxuriant aspects of nature and its imperfect balance, continuously ready to break apart and recompose into new orders of beauty.

An artist and designer as well as a master glass blower, Simone Crestani brings a contemporary reinterpretation to an artisan tradition and an occupation whose most important centre of production has been the area around Venice since ancient times. His lampwork in borosilicate glass uses an innovative technique, which Simone himself describes as hollow sculpting, that allows him to create large works which nevertheless incorporate the smallest details. By pushing the material to its limits and becoming one with it, the artist continues his very personal expressive search for beauty and the poetics of form, in an infinite ode to nature's spell, its fragility and wonder.

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Adele-C

The story of an unbounded calling for design. Adele-C was founded thanks to the family calling of Adele Cassina: her father Cesare was a pioneer in Italian furniture design, the revolutionary entrepreneur who first brought architects into his company as designers in the 1950s, establishing the model still followed today in the high-end furniture sector.

An auspicious name. Adele Cassina's inspiration matured over time, retrieving meetings with the greatest names in architecture and design, the incredible experiences of a life which is only apparently ordinary in order to highlight a cultural and design heritage to remodernise with a new furniture brand. In 2009, this woman of great empathy and emotional intelligence decided to return to the destiny left to her by her father Cesare and continue her extraordinary intuition in the role as an intermediary between business and designers. This is how Adele-C came to be: the story of an unbounded calling for design.

Designer-artists are called on by Adele Cassina to help contribute to the creation of the brand's universe, made up of home furnishings and accessories in which design is joined by an original component: alongside a pleasing iconic quality is a bold element which amplifies the functionality of the objects in a surprising manner. Adele-C products are designer home accessories which faithfully reflect the founder's character: charismatic, eclectic, outside-the-box collections, which are, at the same time, distinguished by a sober, timeless elegance, to be chosen and loved forever.

With its headquarters in an ex-convent in Meda, and a showroom in Brera, in the courtyard of a palazzo in Milan's old town, in 2016 Adele-C signed a partnership agreement with shareholder Jianzhong Yang, founder of Panamerica Group, an important Chinese company in the field of high-quality woodworking. Cultural heritage, high levels of craftsmanship and visionary design are the key elements in a strong shared project whose goal is to develop the potential of Adele-C and further support the independence of the founder's vision.

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